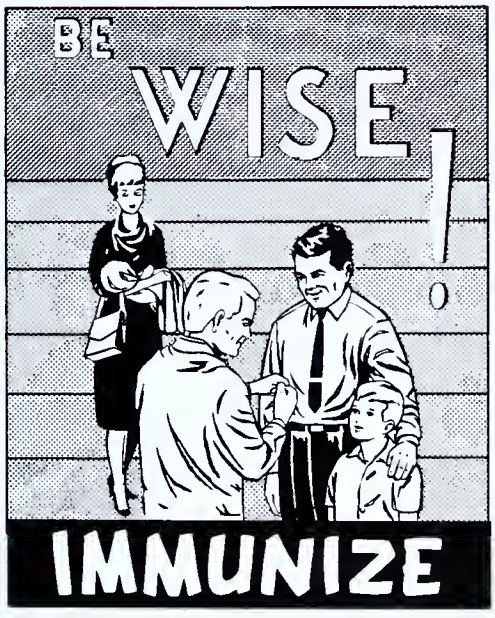
PHE 48.2 M484m

See Your Doctor Today About Measles Immunization For Your Children



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HCD-262P

The Measles Myth

CONTRARY TO POPULAR MYTH

. . . MEASLES - - the almost universal childhood disease - - IS NOT just a harmless nuisance - - it cripples and kills.

For years MEASLES has been accepted by the public as being inevitable . . . because there was no method of protection. Acceptance of the popular myth and the subsequent lack of concern must now be removed. MEASLES can result in serious complications having disastrous effect upon the health and well-being of those who contract this disease.

MEASLES - - too long considered by far too many people as a harmless childhood affliction - - is in reality the most deadly child killer of any infectious disease.

Consider these facts: In 1961, nearly five times more children were killed by MEASLES than by poliomyelitis. In 1963, there were more deaths from MEASLES than there were actual cases of polio.

An estimated twenty million American people, mostly children, are susceptible to MEASLES at the present time, and some four million are added each year with the annual birth rate.

This disease attacks about 95% of the American population (half of them before the age of five). The number of cases each year will average about four million.

The MEASLES - - "harmless disease" - - MYTH must be discarded because . . .

MEASLES is serious and can be even tragic.

It is estimated that one child in every fourteen who gets MEASLES develops a serious infection such as pneumonia or ear infection.

In about one case in every thousand, MEASLES causes inflammation of the brain - - encephalitis - - an infection for which there is no specific treatment. In some of these children, encephalitis causes permanent damage such as mental retardation - - in others it can have a temporary effect - - and some do not survive.

The MEASLES virus also can cause inflammation of the middle ear which can result in reduced hearing and occassionally total deafness.

Acknowledgment of these facts on the part of the public can destroy the myth that MEASLES is a "harmless disease".

By taking advantage of the immunization now available against MEASLES this disease and its serious effects can be greatly reduced!

Why take chances! Don't gamble! Remember, 50 OUT OF EVERY 100 CHILDREN WILL CATCH MEASLES BEFORE THEY ARE SIX YEARS OLD.

See your doctor today about immunization against MEASLES for your children.

(Statistical Reference: Frequency of Complication of Measles, 1963 British Medical Journal, 1964 2, 75-78)

BE WISE . . . IMMUNIZE